

**ABSTRACT OF THE DISCLOSURE**

An information storage medium stores audio/video (AV) data; and interactive data for reproducing the AV data in an interactive mode. The interactive data includes ENAV units, each of which is smaller than a predetermined size. When predetermined AV data is reproduced, a buffer is emptied when an ENAV is to be changed, and the ENAV unit to be changed is read in advance. In this manner, the buffer is managed such that seamless reproduction of AV data is guaranteed.